

FW: [External] - RE: Matt / Chris (Unilever) CPI Details

From: "Charlton, Chris" <[REDACTED]@unilever.com>
To: Matthew Hankin <[REDACTED]@coles.com.au>; Bethanie Chow <[REDACTED]@coles.com.au>; Sophie Tragomalis <[REDACTED]@coles.com.au>
Cc: "Brookshaw, Robert" <[REDACTED]@unilever.com>; "Weir, Rebecca" <[REDACTED]@unilever.com>
Date: Fri, 01 Apr 2022 15:40:31 +1100
Attachments: TRO POST CPI Deo's TRO Deals APR - DEC 2022.xlsx (359.25 kB); Deo's BSCW Deals Apr - Dec 2022.xlsx (369.24 kB); 220ml_254mlNEW Unilever Promo Forms_Dove_50% off_Big Bundle 8.6.2022.xlsx (282.37 kB); 220ml_254mlNEW Unilever Promo Forms_Dove_50% off_Big Bundle 13.4.2022.xlsx (282.38 kB); 220ml_254mlNEW Unilever Promo Forms_Dove_30% off_Big Bundle 25.5.2022.xlsx (282.36 kB); 220ml_254mlNEW Unilever Promo Forms_Dove_30% off_Big Bundle 22.6.2022.xlsx (282.37 kB); 220ml_254mlNEW Unilever Promo Forms_Dove_30% off_Big Bundle 11.5.2022.xlsx (282.36 kB); 220ml_254mlCANCEL Unilever Promo Forms_Dove_50% off_Big Bundle 8.6.2022.xlsx (279.82 kB); 220ml_254mlCANCEL Unilever Promo Forms_Dove_50% off_Big Bundle 13.4.2022.xlsx (279.8 kB); 220ml_254mlCANCEL Unilever Promo Forms_Dove_30% off_Big Bundle 25.5.2022.xlsx (279.82 kB); 220ml_254mlCANCEL Unilever Promo Forms_Dove_30% off_Big Bundle 22.6.2022.xlsx (279.82 kB); 220ml_254mlCANCEL Unilever Promo Forms_Dove_30% off_Big Bundle 11.5.2022.xlsx (279.81 kB); 50ml_180mlNEW Unilever Promo Forms_Dove_50% off_Small Bundle 4.5.2022.xlsx (282.02 kB); 50ml_180mlNEW Unilever Promo Forms_Dove_50% off_Small Bundle 15.6.2022.xlsx (281.4 kB); 50ml_180mlNEW Unilever Promo Forms_Dove_30% off_Small Bundle 25.5.2022.xlsx (282.02 kB); 50ml_180mlNEW Unilever Promo Forms_Dove_30% off_Small Bundle 20.4.2022.xlsx (282 kB); 50ml_180mlCANCEL Unilever Promo Forms_Dove_50% off_Small Bundle 4.5.2022.xlsx (279.71 kB); 50ml_180mlCANCEL Unilever Promo Forms_Dove_50% off_Small Bundle 15.6.2022.xlsx (279.7 kB); 50ml_180mlCANCEL Unilever Promo Forms_Dove_30% off_Small Bundle 25.5.2022.xlsx (279.7 kB); 50ml_180mlCANCEL Unilever Promo Forms_Dove_30% off_Small Bundle 20.4.2022.xlsx (281.54 kB); Deos CPI Details Go Live 040422 110422 180422.xlsx (16.13 kB); CANCEL Deo's BSCW Deals Apr 2022.xlsx (366.72 kB); CANCEL TRO Deo's TRO Deals APR 2022.xlsx (359.22 kB)

Hi Matt, Beth, Sophie

As per request please find attached all info you need on CPI:

- Excel version of the CPI details (All SKU's)
- Cancellation PAF's for BSCW (All SKU's)
- New PAF's for BSCW rates (All SKU's)
- Cancellation PAF's for promotions (Impulse and Dove Only – rest to follow)
- New PAF's for promotions (Impulse and Dove Only – rest to follow)

GS1 should be visible to you but please let me know if you need anything further.

Thanks

Chris

From: Charlton, Chris
Sent: Friday, 18 March 2022 1:06 PM
To: Matthew Hankin <[REDACTED]@coles.com.au>
Subject: RE: [External] - RE: Matt / Chris (Unilever) CPI Review 3/3/22

Sorry Matt – this is \$[REDACTED]k - \$[REDACTED]k in Deos and \$[REDACTED]k in hair – my apologies.

From: Matthew Hankin <[REDACTED]@coles.com.au>
Sent: 18 March 2022 11:29
To: Charlton, Chris <[REDACTED]@unilever.com>
Subject: [External] - RE: Matt / Chris (Unilever) CPI Review 3/3/22

Hi Chris,

I cannot identify at category level the "improved promotion funding +\$[REDACTED]"

Matt

From: Charlton, Chris <[REDACTED]@unilever.com>
Sent: Monday, 14 March 2022 7:05 AM
To: Matthew Hankin <[REDACTED]@coles.com.au>
Subject: RE: Matt / Chris (Unilever) CPI Review 3/3/22

Hi Matt

Further to discussions last week see attached deck that breaks out position and proposal for CPI by category – including the details around incremental promotions.

In summary if Coles accept the CPI in full and as per the given dates Unilever will:

- Drive incremental 5th \$ through adding/upweighting promotions by \$[REDACTED]m
- Improve 5th margin via improved promotional funding by \$[REDACTED]m
- Provide margin maintain promotional support (as per previous explanation) worth \$[REDACTED]m

Happy to work through the proposals on a call this week – I'll send you a time now. If you'd rather sign off at a category level I'm happy to reach out to the category managers, just let me know.

Thanks

Chris

Chris Charlton
 Head of Coles - HBPC
 Unilever Australia & New Zealand
 Email: [REDACTED]
 Mobile: [REDACTED]

From: Charlton, Chris
Sent: 04 March 2022 14:20
To: Matthew Hankin <[REDACTED]@coles.com.au>
Subject: RE: Matt / Chris (Unilever) CPI Review 3/3/22

Hi Matt

Thanks for your time yesterday – good to connect on CPI. Actions I took as follows:

- CC to share deck – see attached
- CC to provide EDLP SKU list – see below
- CC to set up session early next week for next check in – sent earlier today
- CC to share Margin Maintain logic – to follow 7/3
- MH to follow up with VMO to clarify points discussed today on capping, composition (deos) and timing (Rexona 220ml)

EDLP SKU's Impacted by CPI:

Rexona 250ml \$5 Down Down to \$6 EDV

4713073 REXONA ANTI PERSP DEODORANT 250 ML
 5079187 REXONA ANTI PERSP DEODORANT 250 ML
 8949220 REXONA ANTI PERSP DEODORANT 250 ML
 3054072 REXONA MEN ANTIPERSPIRANT SPORT FRESH 250ML 250 ML
 6554843 REXONA ANTIPERSPIRANT QUANTUM 250ML 250 ML
 7620105 REXONA ANTIPERSPIRANT ADVENTURE 250ML 250 ML
 89106 REXONA ANTIPERSPIRANT FOR MEN 250ML 250 ML

Toni & Guy 2f525 to 2f530

2335699 TONI & GUY GLAMOUR DRY SHAMPOO VOLUME 250ML 250 ML
 3157596 TONI & GUY SHAMPOO PURPLE 250ML 250 ML
 3157712 TONI & GUY CONDITIONER PURPLE 250ML 250 ML
 3417325 TONI & GUY PURPLE MASK 205ML 285 ML
 3710691 TONI&GUY SHAMPOO STRENGTH FLEX BOND REPAIR 250 ML 250 ML
 3710705 TONI&GUY CONDITIONER STRENGTH FLEX BOND REPAIR 250 ML 250 ML
 3786830 TONI & GUY DRY SHAMPOO BRUNETTE 250ML 250 ML
 3837047 TONI & GUY OIL STRENGTH FLEX 80ML 80 ML
 3977760 TONI & GUY SHAMPOO SCALP CARE 250ML 250 ML
 3977884 TONI & GUY CONDITIONER SCALP CARE 250ML 250 ML
 3978130 TONI & GUY TREATMENT SCALP CARE SCRUB 175ML 175 ML
 9192705 TONI & GUY SHAMPOO DAMAGE REPAIR 250ML CLEANSE DAMAGED_ 250 ML
 9192710 TONI & GUY SHAMPOO CLEANSE FINE HAIR 250ML CLEANSE FINE HAIR_ 250 ML
 9192749 TONI & GUY DRY SHAMPOO CLEANSE 250ML 250 ML
 9192816 TONI & GUY CONDITIONER DAMAGE REPAIR 250ML NOURISH DAMAGED_ 250 ML
 9192829 TONI & GUY CONDITIONER FINE HAIR 250ML NOURISH FINE HAIR_ 250 ML
 9193071 TONI & GUY HEAT PROTECTION MIST 150ML 150 ML

9193082 TONI & GUY PREP LEAVE IN CONDITIONER 100ML:PREP LEAVE IN...100 ML
 9194981 TONI & GUY CASUAL SPRAY SEA SALT TEXTURISING 200ML:200 ML

Impulse 75ml \$4 Down Down to TBC

2007849 IMPULSE BODY SPRAY ILLUSIONS:75 ML
 2007882 IMPULSE BODY SPRAY MERELY MUSK:75 ML
 3363667 IMPULSE BODY SPRAY FESTIVAL SUMMER EDITION:75 ML
 3579065 IMPULSE DEODORANT WANDERLUST 75ML:75 ML
 3720684 IMPULSE BODY SPRAY SUMMER DREAMS 75 ML:75 ML
 3720709 IMPULSE BODY SPRAY BURNT MSHMALLOW+LEATHER JACKET 75 ML:75 ML

Lynx 250ml \$8.50 Down Down to High Low

3822899 LYNX DEODORANT AEROSOL AFRICA 250 ML:250 ML
 3822902 LYNX DEODORANT AEROSOL BLACK 250 ML:250 ML
 4479623 LYNX ANTIPERSPIRANT DEODORANT AFRICA 250ML:250 ML
 4506420 LYNX ANTIPERSPIRANT DEODORANT BLACK 250ML:250 ML

Lynx 250ml \$10 EDV to High Low

3363383 LYNX BODY WASH AFRICA:1 LITRE

Lux 6pk \$3.60 EDV to \$4 EDV

4806606 LUX SOAP:WHITE...6 PACK

Have a good weekend – talk next week.

Thanks
 Chris

Chris Charlton
 Head of Coles - HBPC
 Unilever Australia & New Zealand
 Email: **REDACTED**
 Mobile: **REDACTED**

-----Original Appointment-----

From: Charlton, Chris
Sent: 11 February 2022 07:08
To: Charlton, Chris; Matthew Hankin
Subject: Matt / Chris (Unilever) CPI Review
When: 03 March 2022 10:00-10:45 (UTC+10:00) Canberra, Melbourne, Sydney.
Where: Coles HO / Teams TBC

Microsoft Teams meeting

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Hi Matt

Locking in some time to come together on CPI – expecting by this time to be able to come to you with full clarity on VMO position and a commercial proposal.

Timeline I am working to s follows:

- 15/2 (latest) – initial VMO response
- w/c 18/2 – conclude internal discussions
- w/c 28/2 – BCM discussions

(I'm on leave w/c 21/2)

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